

Claims

1. In an environment having a redirection facility, a method, comprising the steps of:
 - receiving a user request to access information regarding a semantic value associated with a hyperlink at the redirection facility;
 - identifying a user preference regarding which service provider to use to service the request; and
 - based on the user preference, directing the request from the redirection facility to a service provider for servicing the request.
2. The method of claim 1, further comprising the steps of receiving a communication holding information about the user and using this information to identify the user preference.
3. The method of claim 2, wherein the communication comprises a cookie.
4. The method of claim 1, wherein the redirection server has access to a database holding data regarding preferences of users and wherein the step of identifying the user preference further comprises accessing the database to access the data.
5. The method of claim 1, wherein the method further comprises the steps of:
 - wherein the service provider fails to fully service the request, identifying a second service provider to use to service the request and directing the request from the redirection facility to the second service provider to service the request.
6. The method of claim 5, wherein the method further comprises the step of identifying the service provider that failed to fully service the request at the redirection facility before the direction of the request to the second service provider.
7. The method of claim 1, wherein the redirection facility is run on a dedicated device that supports the TCP/IP protocol suite
8. The method of claim 7, wherein the device is part of a network.

8+sub
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E1

15
E1

20
E1
8+sub
82

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E1

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E1
82
82
82

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9. In an electronic device, a method, comprising the steps of:
 receiving user information regarding a user and link information
 regarding a hyperlink to be resolved to a resource in response to the user
 selecting the hyperlink;
 identifying a resolution service to employ to resolve the hyperlink based
 on the user information; and
 forwarding at least some of the link information to the identified
 resolution service for resolution of the hyperlink.
10. The method of claim 9, wherein the step of receiving user information comprises
 receiving a cookie.
11. The method of claim 9, wherein the step of identifying the resolution service
 comprises accessing data regarding services available to the user and identifying the
 resolution service based on services available to the user.
12. The method of claim 9, wherein the electronic device is a computer system.
13. The method of claim 9, wherein the step of identifying a resolution service
 comprises soliciting input from the user.
14. The method of claim 13, wherein the soliciting includes presenting a form for the
 user to complete.
15. The method of claim 13, wherein the soliciting includes soliciting for
 identification of subscription services to which the user subscribes.
16. The method of claim 9, wherein the method further comprises the steps of:
 where the resolution service fails to return content to the user, identifying
 a second resolution service to employ to resolve the hyperlink and forwarding at
 least some of the link information to the second resolution service for resolution
 of the hyperlink.
17. The method of claim 16, wherein the method further comprises the step of:
 identifying the resolution service that failed to return content to the user
 before the forwarding step.

00011-000000

B3 sub
B3
E1
5

E1
X

E1
X

sub
B4
E1
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18. The method of claim 9, wherein content is divisible into genres and wherein the hyperlink contains information regarding to which of the genres the hyperlink is to be resolved.

19. A medium that is readable by an electronic device for use in an environment having a redirection server and holding instructions for performing a method, comprising the steps of:

receiving a user request to access information regarding a semantic value associated with a hyperlink at the redirection server;

identifying a user preference regarding how to service the request; and based on the user preference, directing the request from the redirection server to a service provider for servicing the request.

20. The medium of claim 19, wherein the method further comprises the steps of receiving a communication holding information about the user and using this information to identify the user preference.

21. The medium of claim 20, wherein the communication comprises a cookie.

22. A medium holding instructions that are executable by an electronic device for performing a method, comprising the steps of:

receiving user information regarding a user and link information regarding a hyperlink to be resolved to a resource in response to the user selecting the hyperlink;

identifying a resolution service to employ to resolve the hyperlink based on the user information; and

forwarding at least some of the link information to the identified resolution service for resolution of the hyperlink.

23. The medium of claim 22, wherein the step of receiving user information comprises receiving a cookie.

24. The medium of claim 22, wherein the step of identifying the resolution service comprises accessing data regarding services available to the user and identifying the resolution service based on services available to the user.

25. A computer-readable medium for use in a computer system and holding computer-executable instructions for performing a method, comprising the steps of:

- receiving a request for a resource, said request originating from a user
- selecting a hyperlink and said request being redirected to the computer system by an intermediary;
- translating the request into a format that is acceptable to the computer system; and
- servicing the request as translated by returning a resource to the user.

26. The computer-readable medium of claim 25, wherein the step of servicing the request comprises returning a web page to the user.

27. In an environment having a redirection facility for redirecting a selected request from a requestor for a given resource to a service provider, a method of advertising, comprising:

receiving the selected request at the redirection facility;
examining a criterion at the redirection facility;
based on the examined criterion, determining whether to present an advertisement to the requestor.

28. The method of claim 27, wherein the requestor is a user of a computer system.

29. The method of claim 27, wherein the method further comprises the step of presenting an advertisement to the requestor.

30. The method of claim 29, wherein the step of presenting an advertisement comprises sending video content over a network from the redirection facility.

31. The method of claim 30, wherein the step of sending video content comprises
30 sending a web page with an advertisement from the redirection facility to the requestor.

32. The method of claim 27, wherein the criterion is a random criterion so that the determining is based on a random event.

35 33. The method of claim 27, wherein the criterion is when the requestor last received
a previous advertisement from the redirection facility.

34. The method of claim 27, wherein the criterion is how many requests for resources from the requestor have been received at the redirection facility.

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